

**LEMON GROVE CITY COUNCIL
AGENDA ITEM SUMMARY**

Item No. 3
Mtg. Date April 17, 2018
Dept. Public Works

Item Title: City Sponsorship Program

Staff Contact: Mike James, Assistant City Manager / Public Works Director

Recommendation:

Discuss and provide direction to staff regarding the City's sponsorship program amounts and benefits.

Item Summary:

In April 2014, the City Council adopted a sponsorship policy. Since that time staff operated under the parameters of said policy. During the past four years, staff observed that having separate sponsorship levels for each event was confusing and often duplicated efforts for sponsors that donated as title sponsors for more than one event. To clarify this observation, staff is recommending that the City Council consider the amendments to the sponsorship program (**Attachment D**). The staff report (**Attachment A**) provides additional details regarding the requested changes.

Fiscal Impact:

None.

Environmental Review:

☒ Not subject to review

☐ Negative Declaration

☐ Categorical Exemption, Section

☐ Mitigated Negative Declaration

Public Information:

☒ None

☐ Newsletter article

☐ Notice to property owners within 300 ft.

☐ Notice published in local newspaper

☐ Neighborhood meeting

Attachments:

- A. Staff Report
- B. Sponsorship Policy
- C. Current Sponsorship Levels
- D. Requested Sponsorship Levels

Attachment A

LEMON GROVE CITY COUNCIL STAFF REPORT

Item No. 3

Mtg. Date April 17, 2018

Item Title: City Sponsorship Program

Staff Contact: Mike James, Assistant City Manager / Public Works Director

Discussion:

In April 2014, the City Council reviewed a new policy that captured what the City was already performing. After reviewing the draft policy and providing additional feedback to staff, the City Council adopted a sponsorship policy and sponsorship level (**Attachment B and C**). At that time, the City Council also wanted to maintain flexibility in future years, so tiers or dollar values were not incorporated into the policy. The chief benefit being that staff would not have to return in the future to formally approve a change in amounts or benefits of sponsorship.

The sponsorship policy established the parameters in which an external party could financially support the City's special event series each year. For a certain level of sponsorship that sponsor would receive a certain amount of publicity. The greater the sponsorship, the greater the promotional materials and events the City would perform.

Since the policy's adoption, staff continued to follow the policy as it was outlined. This staff report and proposed amendments were presented to the City Council in order to help streamline the sponsorship policy and help to simplify what the benefits will be for each level of sponsorship. For example, the current policy allocates each sponsorship to a specific special event (e.g. movies in the park, concerts in the park, or the annual bonfire). This often created a duplication of efforts for sponsors that donated as title sponsors for more than one event. In this instance a company could not be recognized twice for being the title sponsor for the movies in the park and the bonfire via the City's webpage or social media advertisements, so there could be a perceived decrease in value to be a title sponsor for multiple special events.

Looking forward staff is proposing a much simpler sponsorship level (**Attachment D**) that clarifies the benefits of each level and eliminates the redundancy that now occurs. This was accomplished by creating four primary sponsorship levels that will be evenly applied to all special events that the City plans. Additionally, another anticipated benefit is that when new special events are considered the same sponsorship program can be applied without having to change the levels or benefits to the sponsor at each level. To clarify this observation, staff is recommending that the City Council discuss and provide verbal feedback to staff regarding the recommended amendments to the sponsorship levels.

Alternatives:

The City Council has the alternative to not change the policy at this time and staff will continue to adhere to the policy as it was approved in 2014 or staff will receive feedback and incorporate that feedback into the updated sponsorship levels.

Conclusion:

Staff recommends that the City Council discusses and provides direction to staff regarding the City's sponsorship program amounts and benefits

EXHIBIT 1

CITY OF LEMON GROVE SPONSORSHIP POLICY

PURPOSE

The purpose of this policy is to provide guidelines to develop and maintain sponsorships that support the vision of the City of Lemon Grove with the aim of enhancing the connectivity between businesses and the greater community. This policy acknowledges that business sponsorships provide an effective means of generating new revenue and providing resources to support services and programs throughout the City.

A sponsorship represents a relationship that is agreed upon between the City and another organization, business or individual where resources are combined to complete a mutually beneficial program, event or amenity. The level of investment is equitable and agreed upon in advance and all partners receive a return on their investment.

BACKGROUND

In an effort to maintain and enhance the quality of life, the City seeks ways to offset the cost of programs, events and amenities in the community. This policy has been developed to establish and guide relationships with potential sponsors who share in the City's commitment to maintain a vibrant community. The sponsorships are intended to generate revenue to fund programs, events and/or amenities, while assuring that public spaces remain inviting to the community.

Sponsorships may include, but are not limited to, the following:

- Monetary contributions to support an event, a City program or the construction / maintenance / enhancement of a City facility or amenity.
- Material contributions to support an event, a City program or the construction / maintenance / enhancement of a City facility or amenity.
- In-kind contributions from an organization specific to benefit an event, a City program or the construction / maintenance / enhancement of a City facility or amenity.

POLICIES

The City department in charge of the event, program or facility/amenity will develop sponsorship criteria specific to that project. Criteria involving individual donations valued at \$10,000 or greater shall be approved by the City Council.

An individual, organization or business may also propose a sponsorship to the City. In such cases, sponsorships valued at less than \$100 may be handled and addressed administratively by the department for whom the sponsorship is proposed. Any sponsorship valued at \$10,000 or greater shall be presented to the City Council for review and if deemed appropriate, approval.

It is the intention of the City of Lemon Grove to exercise the right to refuse any potential sponsor if that sponsor does not meet with the goals, image or interest of the City. Advertising or sponsorships will not be accepted from the following parties:

- Companies whose business is substantially derived from the sale or manufacture of tobacco, alcohol, or firearms,
- Political campaign speech or speech that supports or opposes or appears to support or oppose a ballot measure, initiative or refers to any candidate in public office,

Attachment B

- Religious speech which advocates or opposes a religion or religious belief,
- Entities that practice or promote discrimination based on race, color, nationality, sexual orientation, age or disability, and
- Any situation where the City Manager determines there would be a conflict of interest.

Advertising submitted to the City in the course of a sponsorship agreement cannot contain the following:

- Profanity,
- Violence, racial intolerance or advocacy against any individuals, group or organization,
- Pornography, adult or mature content,
- Sales of weapons,
- Content which promotes illegal activity or infringes on the rights of others, or
- Political candidate's messaging.

The representative of the department in contact with the sponsor will:

- Guide the sponsor through the application and submittal process, providing interpretation as needed,
- Ensure terms and timelines in the agreement are followed by the City and the sponsor, and
- Track the results of the sponsorship for the department and sponsor records.

2014 City of Lemon Grove Special Event Sponsorship Opportunities

**35th Annual “Concerts in the Park” Thursday, June 26th - August 14th
Berry Street Park (5,000 Total Series Attendance)**

Sponsorship Levels	Price	Sponsor Benefits
Title Sponsor	\$2,500	<ul style="list-style-type: none"> • Logo on Downtown Concerts banner & all printed promo materials* (six weeks) • One 3' x 8' banner at all concerts • Logo on event banner displayed at each concert • Logo on City website and social media sites (one year)
Co-Sponsor	\$1,000	<ul style="list-style-type: none"> • Logo on all printed promo materials* • Logo on event banner displayed at each concert • Logo on City website and social media sites (one year)
Supporting Sponsor	\$500	<ul style="list-style-type: none"> • Logo on all promo materials* (four weeks) • Logo on City website and social media sites (one year)
Assisting Sponsor	\$100	<ul style="list-style-type: none"> • Logo on City website and social media sites (one year)
*Promo materials include 250 posters, 15,000 flyers, and weekly press releases.		

**7th Annual “Movies in the Park” July 18th & August 29th
Lemon Grove Park (1,100 Average Attendance)**

Sponsorship Levels	Price	Sponsor Benefits
Title Sponsor	\$1,000	<ul style="list-style-type: none"> • Logo on Downtown Movie banner & all printed promo materials* (4 weeks) • One 3' x 8' Company banner displayed at Movie Night • Logo on City website and social media sites (one year)
Co-Sponsor	\$500	<ul style="list-style-type: none"> • Logo on all printed promo materials* • Logo on event banner displayed at Movie Night • Logo on City website and social media sites (one year)
Supporting Sponsor	\$250	<ul style="list-style-type: none"> • Logo on all promo materials* (four weeks) • Logo on City website and social media sites (one year)
Assisting Sponsor	\$100	<ul style="list-style-type: none"> • Logo on City website and social media sites (one year)
*Promo materials include 250 posters, 10,000 flyers, and weekly press releases.		

**17th Annual “Community Bonfire” Friday, December 5th
Civic Center Park (1,500 – 2,000 Average Attendance)**

Sponsorship Levels	Price	Sponsor Benefits
Title Sponsor	\$1,500	<ul style="list-style-type: none"> • Logo on Downtown Bonfire banner & all printed promo materials* (four weeks) • One 3' x 8' Company banner displayed at Bonfire event • Logo on City website and social media sites (one year)
Co-Sponsor	\$1,000	<ul style="list-style-type: none"> • Logo on all printed promo materials* • Logo on event banner displayed at Bonfire • Logo on City website and social media sites (one year)
Supporting Sponsor	\$500	<ul style="list-style-type: none"> • Logo on all promo materials* (four weeks) • Logo on City website and social media sites (one year)
Assisting Sponsor	\$100	<ul style="list-style-type: none"> • Logo on City website and social media sites (one year)
*Promo materials include 250 posters, 15,000 flyers, and weekly press releases.		

Proposed

City of Lemon Grove Special Event Levels

Sponsorship Levels	Price	Sponsor Benefits
City Champion Sponsor	\$7,000	<ul style="list-style-type: none"> One 3' x 8' dedicated banner at all special events that includes the opportunity to host a company booth Logo on the event banner displayed at all special events ** Logo on all printed and advertised promotional flyers * Logo on City website and social media sites (one year) Invitation to attend the annual City Council sponsorship recognition presentation.
Promoting Sponsor	\$5,000	<ul style="list-style-type: none"> Logo on the event banner displayed at all special events ** Logo on all printed and advertised promotional flyers * Logo on City website and social media sites (one year) Invitation to attend the annual City Council sponsorship recognition presentation.
Supporting Sponsor	\$2,000	<ul style="list-style-type: none"> Logo on all printed and advertised promotional flyers * Logo on City website and social media sites (one year) Invitation to attend the annual City Council sponsorship recognition presentation.
Assisting Sponsor	\$1,000	<ul style="list-style-type: none"> Logo on City website and social media sites (one year) Invitation to attend the annual City Council sponsorship recognition presentation.
	\$100 or less	<ul style="list-style-type: none"> Thank you card will be sent to the sponsor.
<p>* Promotional materials include at least 200 11" x 17" posters and over 10,000 flyers.</p> <p>** There are at least 12 special events each year: 8 Concerts in the Park, 2 Movies in the Park, Annual Bonfire, Eggstravaganza.</p>		